

# Washington County

## Job Description



<b>Title:</b>	Sports & Adventure Marketing Specialist	
<b>Division:</b>	Tourism Office	<b>Effective Date:</b> 05/18
<b>Department:</b>	Business Development	<b>Last Revised:</b> 05/18
<b>Career Service:</b>	Eligible	<b>FLSA:</b> Exempt

### GENERAL PURPOSE

Working under the supervision of the Tourism Director, primarily responsible for generating sports and adventure related tourism for Washington County. Performs a variety of professional duties related to marketing, planning, organizing, and coordinating sports and adventure tourism and convention services to promote and enhance the tourism economy.

### SUPERVISION RECEIVED

Works under the direct supervision of the Tourism Director.

### SUPERVISION EXERCISED

None.

### ESSENTIAL FUNCTIONS

Annually develops and recommends a marketing plan for Sports & Adventure Marketing, to work in conjunction with other tourism related marketing strategies, in the overall support of the Tourism Office.

Develops and recommends annual budget for areas of responsibility; manages fiscal controls to assure conformity with established financial limitations and responsible utilization of TRT funds.

Helps to brand Washington County as a destination for sports and adventure tourism, and works on marketing efforts to attract major sports events to the County.

Oversees, directs development, and administrates the Red Rock Golf Trail marketing co-operative including the facilitation of inquiries, quotes, bookings, package development, and partner relations.

Works with area guides and outfitters and outdoor recreation organizations to develop the adventure brand and facilitate adventure tourism throughout the county.

Oversees and helps facilitate development of marketing materials and digital assets for adventure related tourism including utilization of visitstgeorge.com and partner sites.

Negotiates and helps facilitate agreements with event organizers to secure events that are approved by the Washington County Tourism Advisory Board.

Works with partners on bid development, event logistics planning, sponsor and event promotion and other related services.

Assists event organizers to facilitate necessary arrangements with cities, departments and agencies in order to fulfill event requirements and agreements.

Represents the county at events to present and promote the county's vision for growth and prosperity in sports and outdoor recreation.

Works with the tourism marketing team to guide Social Media and Internet Marketing efforts for areas of responsibility.

Participates in general marketing efforts for the tourism office; assists with familiarization tours for travel industry, sports and adventure operators, and media reps; writes funding applications; serves as tourism representative on associations and committees; makes tourism-related presentations to interested groups and others, as required.

Using county owned equipment, assists in creation and development of digital media assets specific to areas of responsibility including video, photography, editing and drone work. Rights to all assets created with county equipment or on county time become property of the county and should be stored in a way that they are accessible to and usable by county tourism staff. Facilitates creation and development of digital media

assets from outside service providers as needed. Assists in the creation and editing of promotional videos and other digital assets.

Other Duties as Assigned

MINIMUM QUALIFICATIONS

1. Education and Experience:

A. Bachelor's Degree in marketing, public relations, business, or other related field;

AND

B. Minimum of three (3) years of experience in marketing, public relations or related field;

OR

C. An equivalent combination of education and experience.

2. Knowledge, Skills, and Abilities:

**Considerable knowledge** of the tourism profession at the national, state, and local levels; working knowledge of marketing principles essential to successfully promote tourism; marketing, advertising, research methodology and statistics; public speaking, business and technical writing; principles of supervision, interpersonal communication skills; public relations.

**Considerable skill** in the art of diplomacy, cooperative problem-solving and lobbying; use of office equipment, i.e. personal computer, Microsoft Office Suite and other software applications for video editing, graphic design, or others as needed to perform essential functions; video production and photography skills, phone, fax, adding machine, copy machine, scanner, digital camera, etc.; math, English, and grammar skills; the use of audio/visual equipment.

**Ability to** manage a comprehensive marketing program; analyze problems, identify solutions and project consequences of proposed actions; operate personal computer in utilizing various programs to produce or compose marketing materials, formal documents, proposals, reports and records; prepare and present budget estimates; communicate effectively, verbally and in writing; develop effective working relationships with supervisors, clients, fellow employees, public officials, and the public; work independently and deal effectively with considerable stress caused by work load and time deadlines; identify and respond to sensitive community and organization issues; exercise initiative and independent judgment and act resourcefully under varying conditions; ability to generate/foster corporate and partnerships support.

Availability to travel out of the area for pre-determined marketing shows/events; hours worked will vary to include early morning and late evenings as well as weekends and holidays.

3. Special Qualifications:

Must possess a valid Utah Driver's License and be able to obtain a U.S. Passport.

4. Work Environment:

Incumbent of the position performs in a typical office setting with appropriate climate controls. Tasks require variety of physical activities, not generally involving muscular strain, related to walking, standing, stooping, sitting, and reaching. Hand-eye coordination is necessary to operate computers, audio visual equipment and various pieces of office equipment. Mental application utilizes memory for details, listening, patience, verbal instructions, emotional stability, discriminating thinking and creative problem solving. Ability and availability to travel out of the area for pre-determined marketing shows/events; hours worked could vary to include early morning and late evenings as well as weekends and holidays.

\*\*\*\*\*

**Disclaimer:** The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.

I \_\_\_\_\_ have reviewed the above job description. Date: \_\_\_\_\_  
(Employee)